

**Virginia Complete Count Commission**  
**Meeting Minutes**  
**Tuesday, December 18, 2018**  
**Patrick Henry Building**  
**1111 E. Broad Street, Richmond, VA 23219**  
**West Reading Room**  
**11:30 a.m. – 4:00 p.m.**

**Attendees:** *Reggie Tupponce, Gilbert Bland, Terron Sims II, Nonny Abrajano, Razi Hashmi, Eric Lin, Gaylene Kanoyton, Suja Amir, Hon. Nancy Rodrigues, Rev. Dr. Jonathan Barton, James Parrish, Dr. James Fedderman, Jonathan Zur, Dr. William O'Hare, S. Beth Nolan, Julian Walker, Jon Alger, Gia "Genie" Nguyen Le, Sarah Gross, Steve Kast, Sree Nagireddi, Hyun Lee, Tiffany Jana, Dr. Gregory Howard, Caryn Foster Durham, Hon Mike Futrell, Monica Sarmiento, Dr. Elda Stanco Downey*

**28 Virginia Complete Count members in attendance**

**Absent:**

*Aida Pacheco, Vincent Ammann, Rev. Kevin Chandler, Jim Dau, Ashley Reynolds Marshall, Beth O'Connor*

**6 Virginia Complete Count members absent**

**Guests:**

*Philip Lutz, Deputy Regional Director, U.S Census Bureau*  
*Paul Reyes, Assistant Regional Census Manager, U.S Census Bureau*  
*Kevin Krigsvold, Partnership Specialist, Norfolk, U.S Census Bureau*  
*Avenia McQueen, Partnership Specialist, Fairfax, U.S Census Bureau*  
*Kathy O'Connell, Partnership Specialist, Charlottesville, U.S Census Bureau*  
*Julius Maina, Partnership Specialists, Baltimore, Maryland, U.S Census Bureau*  
*Analisa Rusnack, Geographic Coordinator, U.S Census Bureau*

**Governor's Office Staff Present:**

*Kelly Thomasson, Secretary of the Commonwealth*  
*Traci Deshazor, Deputy Secretary of the Commonwealth*  
*Fernando Mercado-Violand, Special Assistant and the Director of Latino Outreach*

**Call to Order and Opening Remarks**

*The Honorable Kelly Thomasson, Secretary of the Commonwealth of Virginia (Secretary Thomasson), called the meeting to order at 11:34 a.m. Secretary Thomasson provided opening remarks before introducing The Honorable Ralph S. Northam, 73rd Governor of the Commonwealth of Virginia (Governor Northam).*

## **Remarks**

*Governor Northam greeted the group, provided remarks, and signed Executive Order Twenty-Seven establishing the Virginia Complete Count Commission (CCC). During his remarks, Governor Northam emphasized the following:*

- *Our U.S. Constitution mandates a decennial count of all people living in the United States and its territories. This crucial monumental task affects the distribution of approximately \$675 billion dollars from the federal government to state, local, and tribal governments.*
- *The census affects our representation in Government as its the basis for the redistricting of legislative districts and reapportionment of seats that each state has in the U.S. House of Representatives.*
- *There is no way to overstate how vital the census is to the Commonwealth.*
- *The Virginia Complete Count Commission will play a critical role in ensuring that the Commonwealth has the most accurate count possible*
- *The Virginia Complete Count Commission is made up with leaders that represent all of the vibrant communities that make up our Commonwealth.*
- *Through their experience and their knowledge of the communities they serve, Commissioners will be great advocates for the mission to count all Virginians.*

## **Executive Order Signing**

*Governor Northam signed Executive Order Twenty Seven establishing the Virginia Complete Count Commission at 11:40 a.m.*

## **Swearing In**

*Secretary Thomasson administered the oath of service to the 28 members of the Virginia Complete Count Commission present for the inaugural meeting.*

## **Introductions**

*After formally introducing herself and staff from the Governor's office, Secretary Thomasson introduced Mr. Ronald E. Brown, Partnership Specialist, U.S. Census Bureau, who then introduced U.S. Census Bureau representatives present at the meeting.*

## **Census Bureau Presentation**

*Philip Lutz, Deputy Regional Director, U.S. Census Bureau-Mr. Lutz provided remarks and discussed the following:*

- *Importance of the Census, its history and connection with Virginia*
- *Changes from previous census including a stronger reliance on technology and the internet to connect with people*
- *The partnership with the state and local governments are critical in ensuring a successful census*

- *The Local Update Census Addresses Operation Program*

*Paul Reyes, Assistant Regional Census Manager-Mr. Reyes provided remarks and discussed the following:*

- *The importance of tracking changes in demographics Census Jobs, and the support in sharing job postings and creating a diverse and representative census staff*
- *The number of job applicants have slowed in comparison to 2010*
- *6 Census offices will be established in Virginia. Offices will be located in Fairfax, Arlington (Crystal City), Fredericksburg, Roanoke, Virginia Beach, and Richmond*
- *Richmond, Roanoke, and Fairfax have already established local complete count committees and several other localities are also working to establish committees*

*Analissa Russanak, Geographic Coordinator, U.S. Census Bureau-Ms. Russanak provided remarks and discussed the following:*

- *Importance and Census jobs needed*
- *First Field Operation- Confirming addresses, focusing on transient areas where there is a lot of change*
- *The use of technology has cut the man powered identification efforts by 38%*
- *Full Management staff for Census offices--ach office will have 50 people in house in the 6 field offices*
- *Partnering with colleges, corrections facilities, and shelters*
- *The largest field efforts will be follow up in the "NON RESPONSE" areas in the summer of 2020.*
- *The U.S. Census Bureau will have 20,000 positions available to people in the Commonwealth*

***Question:*** *Commissioner Gilbert Bland*

*Will there be an effort for military veteran counts?*

***Response:*** *The Census and the U.S. Department of Defense work closely to ensure that every member and their current location is recorded for the census.*

***Question:*** *Commissioner Monica Sarmiento*

*Will non-citizens will be allowed to apply for Census jobs?*

***Response:*** *Preference will go to U.S. citizens but positions may be opened to non-U.S. citizens if positions cannot be filled by U.S. citizens.*

***Question:*** *Commissioner Monica Sarmiento*

*Will there be requirements for language skills?*

***Response:*** *Yes, depending on the location there will be preference to the languages spoken in a particular region.*

**Question:** *Commissioner Razi Hashmi*

*How will American Diplomats and Americans abroad be counted?*

**Response:** *The U.S. Census Bureau will partner with the U.S. State Department to ensure that Americans working in official capacities abroad are counted.*

**Question:** *Commissioner Razi Hashmi*

*How accessible are these jobs applications to the public?*

**Response:** *The federal government has been working to make USAJobs more user friendly, and setting up application events (like in West Virginia) where people who are interested in working for the Census, but do not have access to the internet can apply.*

## **Lunch**

### **Census Bureau Presentation (continued)**

*Mr. Ronald E. Brown, Partnership Specialist, U.S. Census Bureau provided a thorough overview of the Census—marking the significance of an accurate count and how the Virginia Complete Count Commission may work to promote awareness and education around the Census.*

#### *Introduction*

- *CCC Training Manual*
  - *Provide information to educate leaders about the Census*
  - *Equip leaders with information needed to train their members*
  - *State CCC will need to support Local CCC with information and follow up*
  - *Ron Brown cell 804-997-9765*
- *Overview of CCC's*
  - *CCC's are one of the core strategic elements of the Partnership program of the 2020 Census*
  - *Census Bureau works with tribal, state, and local governments, and community organizations.*
- *Background structure of CCC's*
  - *The makeup of the commission has experts from many different community leaders with different expertise*
  - *Government, Media, Workforce development, Business, education, Community Organization, Faith Based Community, others based on needs.*
  - *\$20,000 in loss of federal dollars with every person that is not counted over a 10 year period, \$2000 per year.*
- *Why do we take the census?*
  - *U.S. Constitution, Article 1, Section 2 mandates Census to provide the data for an appointment of representatives among the state for the House of Representatives every 10 years*

- *The information collected in the census is used for many different federal programs and by private companies for economic development*
- *2020 V.S. 2010*
  - *New technology makes it easier but not everywhere, “The Digital Divide”*
  - *1st time you can respond online*
  - *Ways you can respond:*
    - *Phone*
    - *Mail*
    - *Internet*
  - *We are building a more effective and accurate way to track addresses*
- *The 2020 Census Environment*
  - *We have to get our communities motivated to respond due to distrust of Government*
  - *April 1st is the first day that people can complete their census forms*
  - *Young people are more transitional and harder to track current location*
- *How are Census data used?*
  - *Assisting tribal, federal, state and local government in planning, and implementing program and services in:*
    - *Education*
    - *Health care*
    - *Transportation*
    - *Social Services*
    - *Emergency Response*
  - *Distribution of more than \$675 billion annually in federal funds*
  - *Redistricting of state legislative districts*
- *The Census is Confidential and that is required by law*
  - *The census staff are required to keep data collected confidential*
  - *The census does not share the information with ICE or the IRS or other state agencies by law*

***Question:*** *Commissioner: Gilbert Bland*

*What about the question in regarding citizenship?*

***Response:*** *That information will not be shared, but as of right now that question will be on the 2020 Census.*

- ***Complete Count Commission:*** *Mr. Brown discussed the importance of Complete Count Commissions/Committees and how they have been formed and leveraged.*
  - *Organized, by state governments, by local governments and by community organizations*
  - *Subcommittee structure of CCC*

- *Committees should cover the following areas*
  - *Workforce development*
  - *Faith-based community*
  - *Education*
  - *Media*
  - *Technology*
  - *Community Organizations*
  - *Businesses*
- *Tribal and Local CCC's: Formed by elected officials in the county or city*
- *Community CCC's Formed in low response areas and formed to fill a gap*
- *Key Point About the CCC Structure*
  - *CCC's should be all-inclusive, addressing the various racial, ethnic, cultural and geographic considerations of the community.*
  - *Census Bureau staff serve as liaisons and information resources for CCC*

- ***Suggested CCC Subcommittees***

1. *Recruitment subcommittee*
  - a. *Focus*
    - i. *Distribute material from census*
    - ii. *Publicizes Census Bureau job openings using all available resources*
  - b. *Composition*
    - i. *Staff from local job training agencies or organizations*
2. *Government Subcommittee*
  - a. *Focus*
    - i. *Represents tribal, state and local governments in all programs between the census bureau*
  - b. *Composition*
    - i. *Staff for local and elected officials*
3. *Education Subcommittee*
  - a. *Focus*
    - i. *Ensures that school aged children and college students are counted*
  - b. *Composition*
    - i. *Teachers, administrators, PTA, College Presidents*
4. *Faith Based Subcommittee*
  - a. *Focus*
    - i. *Connecting with faith communities and services they provide to communities in need as well as their congregation members*
  - b. *Composition*
    - i. *Faith leaders*
5. *Media and Technology Subcommittee*

- a. *Focus*
      - i. *Contacting local and ethnic media through print, radio, TV and digital platforms*
    - b. *Composition*
      - i. *Communication professionals, journalists*
  - 6. *Community Organizations Subcommittee*
    - a. *Focus*
      - i. *Contacting hard to reach communities,*
    - b. *Composition*
      - i. *specific advocacy groups and nonprofits*
  - 7. *Business Subcommittee*
    - a. *Focus*
      - i. *Working with the business community to support local census promotional efforts*
    - b. *Composition*
      - i. *State and local business leaders*
- ***Work plan:*** *Mr. Brown suggested that the Virginia Complete Count Commission develop a comprehensive work plan to include but not limited to the following:*
  - *Committee structure*
  - *Timeline*
  - *Reporting*
  - *Thank you and follow up strategy*
  - *Final report*
- ***Effective Committee activities used in 2010:*** *Mr. Brown discussed effective strategies used during the last census*
  - *Public Services Announcement*
  - *Advertising Campaign*
  - *Banner, posters, billboards, advertising on benches*
  - *Print materials*
  - *Faith based activities*
  - *Translation of material*
  - *Local media coverage*
- ***Low Response Scores:*** *Mr. Brown discussed LRS and their implications*
  - *LRS= predicted level of census non response at the tract level*
  - *Values from 0-100*
  - *If it is under 20 that makes a high priority area for the CCC*

- *ROAM- Response Outreach Area Map*  
(example: Norfolk Virginia, 2010 Census Tract 25- LRS of 34.4% )

**Comment:** Commissioner Gilbert Bland

*Understanding the housing set up is important, as in parts of Norfolk homes/duplexes are partitioned to include more families and individuals, these people are hard to count due to addresses.*

- **Role of Partnership Specialists:** *Mr. Brown discussed the role of partnership specialists and emphasized the coordination between them and CCCs.*
  - *Primary contact between CCC and the Census*
  - *Feel to reach out and free ask questions.*

### **General Discussion Q/A**

**Question:** Commissioner Gaylene Kanoyton

*Will there be employment options with the census for former felons?*

**Response:** Paul Reyes, U.S. Census- *There is a background check, but they are welcome to apply.*

**Question:** Commissioner: Gaylene Kanoyton- *How can we convince people of the “What's in it for me” part of our messaging?*

**Response:** Paul Reyes, U.S. Census- *We can point to census info used to inform cities on where to build playgrounds, parks, schools things that make neighborhoods a better place to live.*

**Comment:** Secretary Thomasson- *We intend to connect with local governments to give us real world examples as to what they use the census data for so we can tailor our message.*

**Comment:** Commissioner S. Beth Nolan: *Message research is available through KIDS COUNT and George Washington University has produced “Counting for Dollars” report.*

**Comment:** Commissioner The Hon. Mike Futrell- *The media campaign will need to include social media and connect to young people.*

**Comment:** Paul Reyes, U.S. Census- *We are working on gathering more information on message testing, and what works best.*

**Comment:** Phil Lutz, U.S. Census - *The media campaign can only go so far, the hardest to reach communities such as undocumented immigrants will need community validators in order to be counted, and that's the importance of the CCC.*



**Question:** *Commissioner Genie Nguyen- The use of the budget that will be allocated to the commission- what programs do we see instituting? In 2010 there were small stipends given to young community members to canvass the local neighborhoods.*

**Response:** *Secretary Thomasson- Our budget is pretty limited but it is up to this commission and what we use to develop the educational campaign.*

**Comment:** *Marci Williams, Chair, Richmond Complete County Commission: We are making our materials and our website available in as many languages as needed through volunteers. We have also developed ambassadors that represent various communities that help cater our message the best. We are also working on gathering funds for stipends for people that may not qualify for employment.*

**Question:** *Commissioner Razi Hashmi- How can we make sure the digital information collected is secure?*

**Response:** *Phil Lutz, U.S. Census- We felt that in 2010 we were not prepared to secure this information, but we have developed stronger cyber protections in the last decade. We feel that our systems are strong enough to enable an online function of the census. We also have other ways to respond that are not online.*

**Comment:** *Commissioner Nony Abrajano- Social media has expanded greatly in the past 10 years, that even older generations are familiar with these platforms and we should leverage this for supporting the census efforts.*

**Comment:** *Paul Reyes, U.S. Census- Keeping in mind that getting people to respond is the purpose of the census and that if social media, online, may not work then we must resort to what people feel comfortable using.*

**Question:** *Commissioner Julian Walker- How will the paid media campaign be structured and how will targeting and micro targeting work?*

**Response:** *Paul Reyes, U.S. Census- We are still developing our paid media campaign, we are working on being more effective.*

**Comment:** *Ronald E. Brown, U.S. Census- right now we are focusing our media in filling the employment openings.*

**Question:** *Commissioner Sreedhar NagiReddi: Can Legal Permanent Residents apply for Census jobs? What is the timeline of these hires?*

**Response:** *We are giving preference to U.S. Citizens. We are looking to hire regional leaders, then managers for the regional offices by late 2019, and then field staff the spring and summer of 2020.*

**Question:** *Commissioner Monica Sarmiento*

*The website job description states that only US Citizens may apply, and that is not consistent to what we are hearing today.*

**Response:** Analisa Rusnack, U.S Census Bureau

*We are not turning people away but we are giving priority to U.S. citizens.*

**Comment:** Commissioner Elda Stanco Downey- *It makes it harder to reach the immigrant community if the U.S. Census Bureau is actively avoiding employing immigrants, especially with the likelihood of a citizenship question.*

**Comment:** Secretary Thomasson: *A big part of the CCC's task at hand is working on how to work through these challenges.*

**Question:** Commissioner Eric Lin- *What will be the substructure of the committees and how does this commission work as it relates to FOIA.*

**Response:** Secretary Thomasson- *This being a public commission we are subject to FOIA, Freedom of Information Act, and this makes it so communication between members must be compliant with FOIA requirements. FOIA training will part of the next meeting. Additionally, as this census faces new challenges, we will be meeting as needed. We plan on meeting in Richmond, but can meet in other parts of the state as well. Finally, we are working on a website to collect information on the local CCC's and act a clearing house for all Virginia census information.*

**Question:** Commissioner Gaylene Kanoyton

*If the media were to reach out to us how should we respond?*

**Response:** Secretary Thomasson- *Direct media questions to the Governor's office. There may be opportunities to use CCC members to work with the media, but questions should be directed to our office for now.*

**Question:** Commissioner Genie Nguyen

*The Vietnamese immigrant community is concerned about the immigrant question, because the current climate in regards to refugees and the changes of immigration policies in regards to immigrant of Vietnam in the last 50 years.*

**Response:** Phil Lutz, U.S. Census- *Congress has the ultimate say in the final form of the census questions. Whatever it looks like April 1st 2020 we have to start completing the census.*

**Comment:** Commissioner The Hon. Nancy Rodrigues- *Before our next meeting many of us will be speaking to large groups and can begin sharing these employment opportunities. Can we get a unified message on the employment outreach.*

**Response:** Secretary Thomasson- *We can work to get that information to you, and we plan on developing CCC ambassadors that can join us in spreading this information.*

## **Next Steps**

*Secretary Thomasson and Deputy Secretary DeShazor outlined next steps for the CCC sharing that staff will follow up with Commissioners with the following:*

- *Meeting Minutes*
- *Copy of Mr. Ronald Brown's presentation*
- *Information on the next meeting*

***Comment:*** Deputy Secretary DeShazor

*As a reminder, we should be mindful of FOIA to ensure we're conducting meetings openly, transparently, and that we maintain good records so our documents are helpful and available as the next census is conducted.*

***Question:*** Commissioner Rev. Jonathan Barton

*Who is our point person if we have any questions.*

***Response:*** Secretary Thomasson

*Fernando Mercado - [Fernando.mercado.violand@governor.virginia.gov](mailto:Fernando.mercado.violand@governor.virginia.gov)  
[VirginiaCompleteCount@governor.virginia.gov](mailto:VirginiaCompleteCount@governor.virginia.gov)*

### **Meeting Adjourned**

*The inaugural Virginia Complete Count Commission was adjourned by Secretary Thomasson at 2:51 p.m.*

### **Next Meeting:**

*The next meeting will tentatively take place on Tuesday January, 22, 2019 at 10am. Agenda will be forthcoming*